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29052 7590 04/26/2012
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 999 PEACHTREE STREET, N.E.
 ATLANTA, GA 30309

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Daniel J. Warren	(Depositor's name)
/Daniel J. Warren/	(Signature)
May 9, 2012	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/296,120	04/21/1999	THOMAS J. REDDIN	25040-0153	7995

TITLE OF INVENTION: METHODS AND SYSTEMS FOR OCCASION-BASED LIFESTYLE MARKETING

APPL. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1740	\$0	\$0	\$1740	07/26/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
ALVAREZ, RAQUEL	3682	705-014660

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
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- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
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- 1 **Sutherland**
 2 **Asbill &**
 3 **Brennan LLP**

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

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(A) NAME OF ASSIGNEE:

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

THE COCA-COLA COMPANY

ATLANTA, GA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature **/Daniel J. Warren/**

Date **May 9, 2012**

Typed or printed name **Daniel J. Warren**

Registration No. **34272**

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